

WisdomTree Launches Emerging Markets Local Debt Fund (ELD)

Seeks Exposure to Emerging Market Debt Denominated in Local Currencies

New York, NY – (BUSINESS WIRE) – August 9, 2010 – WisdomTree (Pink Sheets: [WSDT - News](#)), an exchange-traded fund (“ETF”) sponsor and asset manager, announced today the launch of the WisdomTree Emerging Markets Local Debt Fund (ELD) on the NYSE Arca. ELD is designed to provide exposure to emerging market debt denominated in local currencies and has an expense ratio of 0.55%. The Fund currently has \$125 million in assets.

ELD is an actively managed ETF sub-advised by Mellon Capital Management Corporation.

“We believe emerging market debt is an attractive asset class, based on the faster growth and typically higher yields available in these countries relative to the U.S. and developed world,” said Bruce Lavine, WisdomTree President & COO. “ELD will offer full exposure to local currencies, a feature we consider important for many investors because of the potential lower correlations and currency appreciation against the U.S. dollar.”

There are risks associated with investing including possible loss of principal. Foreign investing involves special risks, such as risk of loss from currency fluctuation or political or economic uncertainty. Investments in emerging, offshore or frontier markets are generally less liquid and less efficient than developed markets and are subject to additional risks, such as of adverse governmental regulation and intervention or political developments. Derivative investment risk can be volatile and may be less liquid than other securities and more sensitive to the effects of varied economic conditions. Fixed income investments are subject to interest rate risk; their value will normally decline as interest rates rise. In addition when interest rates fall income may decline. Fixed income investments are also subject to credit risk, the risk that the issuer of a bond will fail to pay interest and principal in a timely manner, or that negative perceptions of the issuers ability to make such payments will cause the price of that bond to decline. Unlike typical exchange-traded funds, there is no index that the Fund attempts to track or replicate. Thus, the ability of the Fund to achieve its objective will depend on the effectiveness of the portfolio manager. Please read the Fund’s prospectus for specific details regarding the Fund’s risk profile.

About WisdomTree

WisdomTree® is an exchange-traded fund (“ETF”) sponsor and asset manager using its own fundamentally weighted index methodology. WisdomTree also licenses its indexes to third parties for proprietary products and offers a platform to promote the use of WisdomTree ETFs in 401(k) plans. Approximately \$7.6 billion in assets currently are managed by WisdomTree or are managed against WisdomTree Indexes. For more information, please visit www.wisdomtree.com. WisdomTree is the marketing name for

WisdomTree Investments, Inc. and its wholly owned subsidiaries WisdomTree Asset Management, Inc. and WisdomTree Retirement Services, Inc.

WisdomTree Asset Management, Inc. is a registered investment advisor and is the investment advisor to the WisdomTree Trust and the WisdomTree ETFs. The WisdomTree Trust is a registered open-end investment company. Each WisdomTree ETF is a series of the WisdomTree Trust. WisdomTree Retirement Services, Inc. supports the use of the WisdomTree ETFs in retirement plans by financial professionals.

Investors should consider the investment objectives, risks, charges and expenses of the funds carefully before investing. A prospectus, containing this and other information is available by calling 1-866-909-WISE. Investors should read the prospectus carefully before investing.

WisdomTree Funds are distributed by ALPS Distributors, Inc.
Bruce Lavine is a registered representative of ALPS Distributors, Inc.

WIS002665 (8/2011)

Media Contact:

Stuart Bell
WisdomTree Investments, Inc.
(917) 267-3702
sbell@wisdomtree.com

WisdomTree Investor Relations Contacts:

KCSA Strategic Communications
Jeffrey Goldberger / Todd Fromer
+1 212.896.1249 / +1 212.896.1215
jgoldberger@kcsa.com / tfromer@kcsa.com